



SEPTEMBER
28-30

SAN DIEGO



San Diego, CA | Sep 28 - 29 | 2026



How2Recycle²⁰
Summit San Diego
September 30 26

At SPC Advance and the 2025 How2Recycle Summit, hundreds of professionals gathered to turn our industry's sustainable packaging momentum into meaningful action. As new legislation, tariffs, and trade tensions transformed sustainable packaging

strategies, the industry unpacked critical new research insights and advanced truly scalable solutions — all while reconnecting as an extended sustainable packaging community.



Past Attendees



700+ ATTENDEES

35% Brand Owners & Retailers

30% Packaging Manufacturers

20% Material Suppliers

15% Gov't Agencies & Universities



SPONSORSHIP PACKAGES

Table of Sponsorship Options

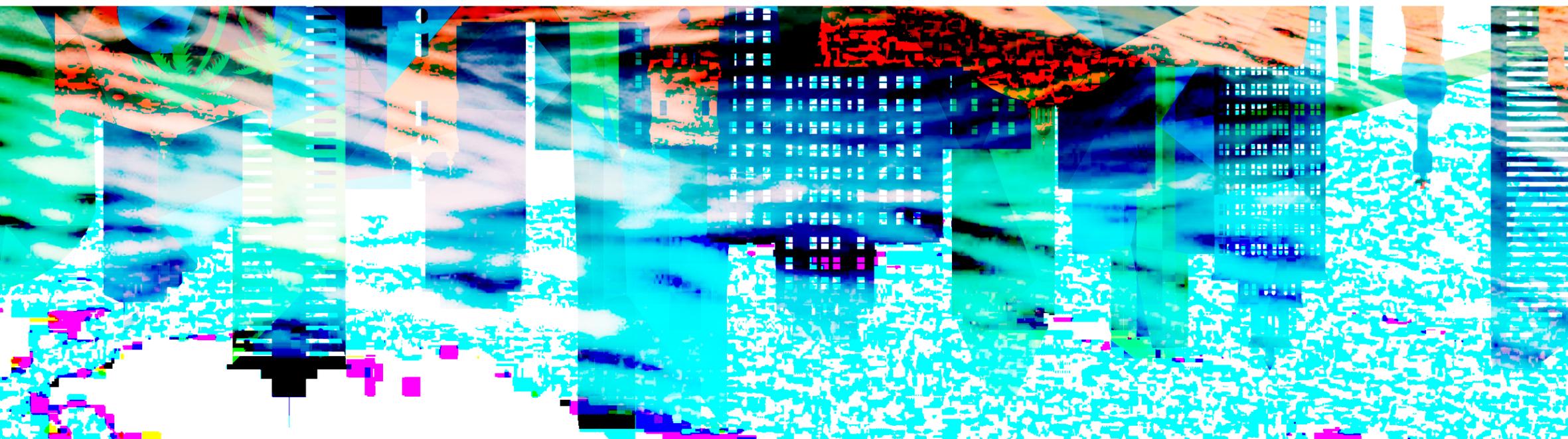


- 1. Evening Social Networking Events
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NEW!

2026 Fall Sponsorships include event passes and exhibits for both SPC Advance and the How2Recycle Summit as part of the same package!



Evening Social Networking Events

Price ranging from \$22K to \$30K depending on venue selection.

The Evening Socials will be on the Evening of Monday September 28th, 2026.

Each Evening Social will be for 80 attendees and will provide event attendees and sponsors with the chance to connect and jumpstart new collaborations in more relaxed and fun environments.

Benefits for Sponsor:

- 9-12 Event Passes (number depending on venue)
- Dedicated branding at sponsored event
- Logo/invite to event with company logo
- Exhibit for duration of events
- Company logo on event marketing e-blasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

(By invitation) Private Dinner for 50 people (3 Available)

Benefits for Sponsor:

- Dinner for 50 people logistics organized by GreenBlue
- 5 Event Passes
- Exhibit for duration of events
- Company logo and description on event website and event app
- Logo on marketing e-blasts
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$20,000

Potential Venues:



Event Book Sponsor *(1 Available)*

Book TBD:

Benefits for Sponsor:

- 8 Event Passes
- Exhibit for duration of events
- Logo/branding on bookmarks created specially for the event
- Company logo and description on event website and event app
- Logo on marketing e-blasts
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$20,000



NEW!

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Breakout Sessions Sponsors for SPC Advance *(15 Available, 1 Sold)*

Benefits for Sponsor:

- 6 Event Passes
- Branding on signage outside session, session intro slide and corresponding program session on event website (sponsoring company gets to select sponsored session)
- Exhibit for duration of events
- Company logo on event marketing e-blasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$15,000

Main Stage Sponsors *(3 Available, 1 per day)*

Benefits for Sponsor:

- 8 Event Passes
- Branding on signage on stage, session slides and corresponding program sessions on event website
- Exhibit for duration of events
- Company logo on event marketing e-blasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$18,500

**Stage or session sponsorships do not include providing or influencing the content or speakers that appear in any given session.*

Live Music Sponsorship for SPC Advance | Sept 28-29th *(1 Available)*

Benefits for Sponsor:

- 8 Event Passes
- Branding on signage near musicians and corresponding announcements
- Exhibit for duration of events
- Company logo on event marketing e-blasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$18,000



Event Wi-Fi (1 Available)

Benefits for Sponsor:

- 8 Event Passes
- Branding on signage directing attendees to WiFi
- Sponsor selects password for WiFi
- Exhibit for duration of events
- Company logo on event marketing e-blasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$18,000

Morning Yoga (3 Available)

Benefits for Sponsor:

- 4 Event Passes
- Branding on signage outside session
- Exhibit for duration of events
- Company logo on event marketing e-blasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$11,000

Room Keycards Sponsor (1 Available)

Benefits for Sponsor:

- 5 Event Passes
- Exhibit for duration of events
- Logo/branding on attendees room key cards
- Company logo on event marketing e-blasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$12,500

SOLD



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Branded Item Sponsor

Option: Notebooks, Reusable Water Bottles, Umbrellas, Event Bags or Coffee Travel Tumblers

Benefits for Sponsor:

- 8 Event Passes
- Logo on Branded item
- Exhibit for duration of events
- Company logo on event marketing e-blasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$17,500



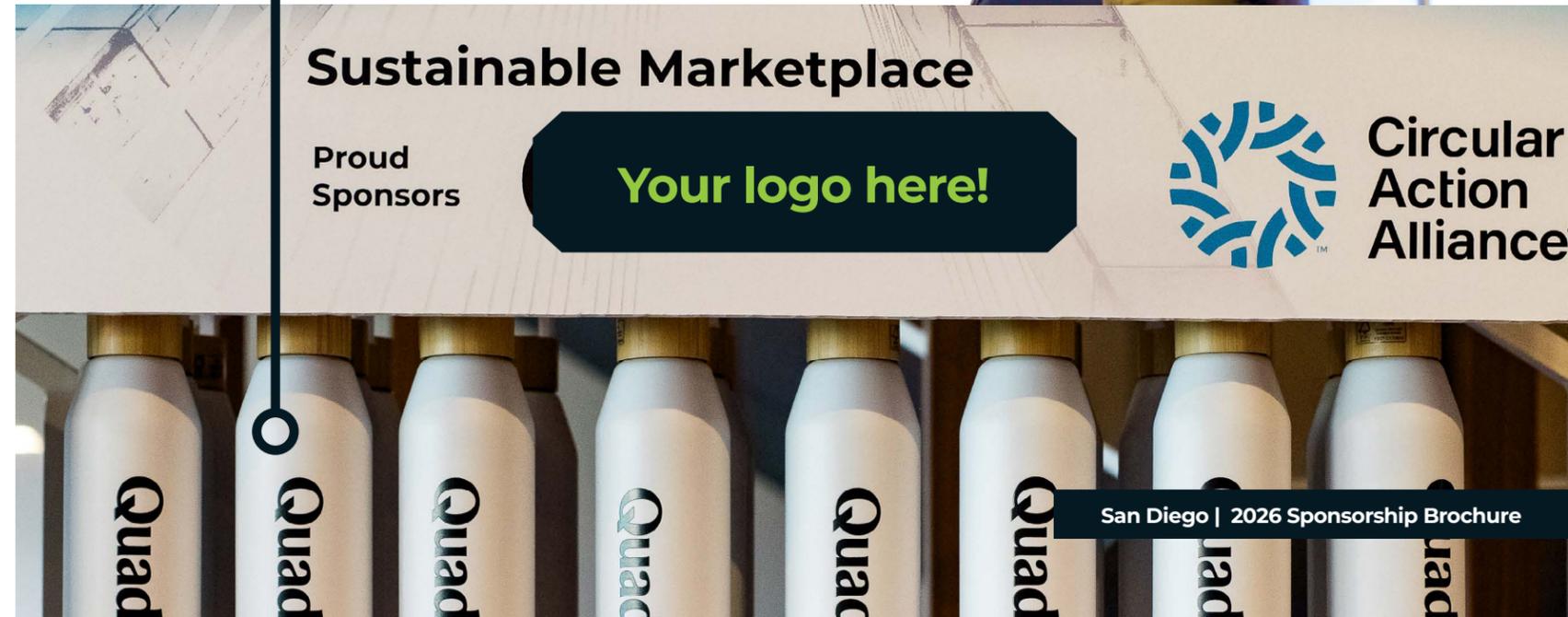
Sustainable Marketplace

Proud Sponsors

Your logo here!



Circular Action Alliance



Lunch



San Diego, CA | Sep 28 - 29 | 2026

(2 Available)

Benefits for Sponsor:

- 8 Event Passes
- Branding on signage during lunch, including table tent signs with sponsors logo and QR code to sponsors website
- Exhibit for duration of events
- Company logo on event marketing e-blasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$18,000

(By invitation) Private Dinner for 15 people

(1 Available, 1 Sold)

Benefits for Sponsor:

- **Venue selection, reservation and invitations to dinner for 15 people organized by GreenBlue. Dinner cost at restaurant is directly covered by sponsor.**
- 2 Event Passes
- Exhibit for duration of events
- Company logo and description on event website and event app
- Logo on marketing e-blasts
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$14,000



(1 Available)

Breakfast **(3 Available)**

Benefits for Sponsor:

- 6 Event Passes
- Branding on signage during breakfast
- Exhibit for duration of events
- Company logo on event marketing e-blasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$17,000

Networking Breaks **(6 Available)**

Benefits for Sponsor:

- What's included?
- 6 Event Passes
- Branding on signage during break
- Exhibit for duration of events
- Company logo on event marketing e-blasts
- Company logo on onsite signage
- Company logo and description on event website
- Lead scanning app / Final attendee list (name/job title/company) post-event

Price: \$16,000

Exhibit Only Package

Benefits for Sponsor:

- 2 Event Passes
- Exhibit for duration of events
- Company logo on event marketing e-blasts
- Company logo on onsite signage
- Company logo and description on event website
- **Not included: Lead scanning app / Final attendee list (name/job title/company) post-event (additional fee of \$2,500 to add this)**

Price: \$8,500



CONFIRM SPONSORSHIP PACKAGES

To Discuss and Book one of these options please contact Barbara Fowler at barbara.fowler@greenblue.org.

While most of our options are listed on this document, we are happy to discuss other customization options.

Once confirmed, sponsorship opportunities are not able to be canceled, changed, or transferred to another event.



Payment terms are Net 30 upon invoice receipt.

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